



Bloomington Arts Commission

Wednesday, March 11, 2015 5 p.m.
McCloskey Conference Room, City Hall

AGENDA

Call to order

Public Comment

February Minutes

Treasurer's Report

New Business

- Commissioner residency discussion

Old Business

- Grant workshop comments
- Overview of April 8 grant review process
- Business and the Arts
- Public Art Master Plan

Staff Report

Commissioner Announcements

Adjournment

2015 Meetings – 5:00 p.m. McCloskey

April 8 (begins at 4 p.m.)

May 13

June 10

July 8

August 12

September 9

October 14

November 18

December 9

Bloomington Arts Commission
Wednesday, February 11, 2015 5pm
McCloskey Conference Room, City Hall

MINUTES

Present: Jan Grant, Peter Jacobi, Craig Widen, Paul Sturm, Alain Barker, Martina Celerin, Abby Perfetti, Jean Kautt, Francesca Sobrer, Sally Gaskill, Lynn Schwartzberg

Absent:

Ex Officio: Miah Michaelson, Sarah Mihich

Call to Order: Jan Grant, 5:00pm

January Minutes

- Martina Celerin: change “grand report” to “grant report”; “Final grant reports from 2013” are *due* from those organizations
- Peter Jacobi moves to approve as amended; Martina seconds. Motion passes.

Treasurer’s Report

1. Fund # 402: Municipal Arts
 - a. Current Balance \$ 74,385.66
 - b. Projected Changes in the Near Term: This account will pay an approximately \$12,000.00 +/- bill for the Gateway Public Art Project
 - c. Account Background: Originally established in the early 1990s as an outcome of the Percentage for the Arts Ordinance. It is for Public Art Only.
2. Fund # 403: Arts Commission Operating Account
 - a. Current Balance \$ 8,327.34
 - b. Projected Changes in the Near Term: This account is predominantly a pass-through account used for programming. In keeping with its predominant role, we will receive approximately \$ 980.00 for a 2014 Indiana Arts Commission grant followed by a \$4,000.00 2015 IAC state grant as well. Both deposits will simply pass through this account.
 - c. Account Background: Originally established in the early 1990s as the Postcard Fund. It had money allocated every two years.
 - d. Important to Note: It has taken a fair amount of time to grow this account to \$8,000+. If this account were to be exhausted, it would cease to exist (isn’t replenished on a regular basis). Additionally, we have the ability to utilize other City department partners to help facilitate private monies for public art projects (i.e. Deb Wehman’s \$ 7,000.00 donation for an art project on the Clear Creek Trail will pass through the Bloomington Parks Foundation). Furthermore, we are funded an additional \$ 20,000.00 annually from the City of Bloomington for our arts granting. The BAC granting has recently gone from twice annually to once every April.

New Business

- Advocacy
 - Miah Michaelson asked Danise Alano-Martin and Bloomington Legal Department about how much the BAC can advocate or participate in politics.
 - The Bloomington Arts Commission may provide information (share documents) but cannot advocate for any particular action, or make a specific request, or ask candidates to speak before them, or hold a forum.
 - Independently as citizens, commissioners may communicate with each other and with candidates.
 - If a commissioner goes to a political event, better to not wear your BAC nametag and represent the BAC.
 - Sally Gaskill encourages commissioners to act as advocates (as a citizen) over the next several months.
 - Miah will send BAC documents (strategic plan, PAMP, budget) and meeting times to all candidates on behalf of the BAC. All communications with them will be run through Danise Alano-Martin
 - Alain Barker: Sending the budget could suggest that BAC is doing fine with the amount of money we currently have.
 - Jan Grant: Make a point of saying that we're sending it to all candidates.
 - Sally: Ask if they have an arts issues statement, if we're allowed to ask that
- Buskirk-Chumley Theater funding issues
 - Sally Gaskill talked with Susan Sandberg about how to pursue this issue
 - BAC could send a letter to the City administration, the City Council, and the Herald-Times expressing BAC's position that the BCT is an important community asset.
 - Martina: Suggest in letter that the City should find a sustainable way to support the BCT
 - Miah will first discuss with the Administration
 - Paul Sturm has been meeting with Danielle McClelland to help the BCT fundraise more effectively – notes on those discussions are attached to these minutes.

Old Business

- Business and the Arts – Chamber of Commerce
 - Craig Widen: Talk with Smithville to see if we can contribute to their arts efforts while impacting Bloomington, not Ellettsville
 - Paul Sturm: Begin talks with Hoosier Energy
 - Isn't already involved with the arts; they support social service and education
 - ***Sub-committee will research Hoosier Energy and Smithville and write a template of talking points within next two weeks, which the BAC will***

- approve before contacting the companies.* Include in packet for March meeting.
 - hYPe (Helping Young Professionals Excel) passport to the arts project
 - Miah has reached out to some partners for proposals
- 2015 Arts Project grant guidelines and application/March grant workshop
 - PAMP sub-committee met last week to compare Arts Project Grant guidelines and application with PAMP, made revisions
 - Paul moves to accept the changes; Francesca seconds. Motion passes.
- Public Art Master Plan
 - Has been widely disseminated and downloaded
 - Communications ideas
 - Send to all the major influencers in town
 - Mention to Bloom Magazine

Staff Report

- BEAD
 - Next Meeting: Monday, February 16, noon, McCloskey Room, City Hall.
 - Current Exhibit: Rafael Cronin; March exhibit: Stone Belt Artists
- Public Art
 - S. Walnut – approved paint finish, awaiting revised timeline
 - 17th and Arlington – fabrication underway, working with lighting consultant
 - Arden Place – working with Arden Place on a sculpture installation for their neighborhood
 - People's Park – hope to do maintenance on mosaic tiles this summer
- BUEA
 - Zone Arts Grant deadlines for 2015: May 15 and November 15
- Other
 - Community Arts Awards – Saturday, March 7, Ivy Tech John Waldron Arts Center – 6:30 – 8:30 p.m.
- IAC Region 8 Grant Deadline – March 4, 2014. Panel – April 28, 2015.

Commissioner Announcements

- Voces Novae concert: March 8 at 5:30pm at UU Church
- Early Music concert: Feb 21 at 7pm, First Presbyterian Church
- Community Engagement and Development Through the Arts: March in Indy
- Downtown Bloomington Inc Annual Awards Ceremony: March 31
- Bloom Artists Showcase: Feb 21
- George Shively Memorial Dedication: April 5 at Rose Hill Cemetery
- Kenari Quartet from Jacobs School is on Performance Today

Adjournment: Jan Grant adjourned at 6:24pm

Next meeting: Wednesday, March 11 (begins at 4pm)



Balance Sheet

Through 03/05/15
Detail Listing
Include Rollup Account/Rollup to Account

Account	Account Description	Current YTD Balance	Prior Year Total Actual	Net Change	Change %
Fund Category	Governmental				
Fund Type	Special Revenue Funds				
Fund	402 - Municipal Arts				
ASSETS					
10000	Cash	74,385.66	74,385.66	.00	.00%
		\$74,385.66	\$74,385.66	\$0.00	0.00%
	ASSETS TOTALS				
		74,385.66	74,385.66	.00	.00%
		\$74,385.66	\$74,385.66	\$0.00	0.00%
FUND EQUITY					
34000	Retained Earnings				
	Prior Year Fund Equity Adjustment	.00			
	Fund Revenues	.00			
	Fund Expenses	.00			
		74,385.66	74,385.66	.00	.00%
		\$74,385.66	\$74,385.66	\$0.00	0.00%
	FUND EQUITY TOTALS				
		\$74,385.66	\$74,385.66	\$0.00	0.00%
	LIABILITIES AND FUND EQUITY TOTALS				
		\$74,385.66	\$74,385.66	\$0.00	0.00%
	Fund 402 - Municipal Arts Totals	\$0.00	\$0.00	\$0.00	+++
	Fund Type Special Revenue Funds Totals	\$0.00	\$0.00	\$0.00	+++
	Fund Category Governmental Totals	\$0.00	\$0.00	\$0.00	+++
	Grand Totals	\$0.00	\$0.00	\$0.00	+++



Balance Sheet

Through 03/05/15
Detail Listing
Include Rollup Account/Rollup to Account

Account	Account Description	Current YTD Balance	Prior Year Total Actual	Net Change	Change %
Fund Category	Governmental				
Fund Type	Special Revenue Funds				
Fund	403 - Arts Commission Operating				
ASSETS					
10000	Cash	9,307.34	8,327.34	980.00	11.77
	ASSETS TOTALS	\$9,307.34	\$8,327.34	\$980.00	11.77%
FUND EQUITY					
34000	Retained Earnings	8,327.34	8,327.34	.00	.00
	FUND EQUITY TOTALS Prior to Current Year Changes	\$8,327.34	\$8,327.34	\$0.00	0.00%
	Prior Year Fund Equity Adjustment	.00			
	Fund Revenues	(980.00)			
	Fund Expenses	.00			
	FUND EQUITY TOTALS	\$9,307.34	\$8,327.34	\$980.00	11.77%
	LIABILITIES AND FUND EQUITY TOTALS	\$9,307.34	\$8,327.34	\$980.00	11.77%
Fund	403 - Arts Commission Operating Totals	\$0.00	\$0.00	\$0.00	+++
Fund Type	Special Revenue Funds Totals	\$0.00	\$0.00	\$0.00	+++
Fund Category	Governmental Totals	\$0.00	\$0.00	\$0.00	+++
	Grand Totals	\$0.00	\$0.00	\$0.00	+++

Buskirk-Chumley Theater: Creative Assistance Program support – update report

As a result of changes in Indiana's Tax Increment Financing (TIF) law that will require the reallocation of \$50,000 in annual Buskirk-Chumley Theater (BCT) funding from general operating use to capital expenditures use, the Bloomington Arts Commission (BAC) offered the services of commissioner Paul Sturm (through the BAC's Creative Assistance Program) to work with Danielle McClelland on improving BCT's fundraising strategies and implementation efforts. This report summarizes work done so far.

Nov. 26, 2014

Danielle and I met for 2.5 hours to discuss fundraising for the Buskirk-Chumley Theater. We reviewed BCT fundraising history, BCT policies, BCT's fundraising calendar, and BCT board members and their role in BCT fundraising. We discussed BCT revenue targets and we identified six areas around which different solicitations and campaigns could be structured: 1} membership/annual giving: attendee donors, 2} programming: patron sponsors, 3} programming: corporate sponsors, 4} facilities: capital improvement, 5} facilities: new equipment/technologies, 6} operating endowment donors.

Jan. 22-23, 2015

Through email exchanges, Danielle and I worked on a new BCT donor thank-you letter that reinforces awareness of BCT's portfolio of community and arts services (professional/touring artist concerts, community arts productions, ticket office services, non-profit fundraisers, community events).

Next-steps:

1. Danielle and I will meet sometime in February to talk about various processes and approaches to prospect identification and solicitation, as well as to work on specific BCT development strategies and tactics to build different income streams that will address BCT's various cost lines.
2. Our continued work will also address revenue projections and target-setting based on current and prospective donor pipelines.
3. Danielle has asked that I present at a BCT board meeting in March or April to help build a coordinated effort and focused conversation on BCT development action items moving forward.

Respectfully submitted: Paul Sturm, 2/11/15

Notes on April 8, 2015 BAC Grant Process

- 1) Based on the applications submitted, Sarah and I will assign first readers. If you know now you will have a conflict with an application, please let us know so we will not assign you as first reader on that application.
- 2) No later than Friday, April 3, you will receive via email a spreadsheet with first reader indicated, all the applications, a blank score sheet and a copy of the guidelines.
- 3) Review meeting will be Wednesday, April 8 beginning at 4:00 p.m. Only those Commissioners in the room may score applicants. Decision on final funding allocations will be made by all voting Commissioners.
- 4) I'll be moderating, and I will be ruthless. Please refrain from the temptation to redesign the project in verbal comments or to make general comments outside the scope of the project application.
- 5) My first item of business will be to ask Commissioners to declare any conflict of interest. Probably best if those Commissioners excuse themselves during the Q & A and during the later general discussion.
- 6) The first reader for each application will be expected to lead off with a total of 2-3 minutes of intro and comments. "I thought this project demonstrated a high level of artistic quality because it..." We will then open the floor for other comments - if there are any.
- 7) Use the criteria on the score sheet to guide you in scoring.
- 8) We will be picking up a final score sheet for every application after you've reviewed/discussed. We'll have copies of clean score sheets, or you can print them out from home and bring them in.



Bloomington Arts Commission Program: Connecting Business and the Arts

The City of Bloomington Arts Commission (BAC) is launching a new program designed specifically to pursue arts partnerships with local businesses in order to help those businesses connect the arts to people and places of Bloomington that may be new to arts participation and consumption. There are two facets of the BAC “Connecting Business and the Arts” program that make this effort significantly different from most traditional interactions between businesses and arts organizations:

1. **Businesses are being given the reigns.**

Rather than being solicited to support some pre-existing arts endeavor, the BAC would like to invite local businesses to determine what types of arts-related projects they would like to undertake. Projects can be strictly company-internal – for the cultural growth of a company’s employees; or they can be targeted to a company’s customer-base; or they can be offered for broader community/public involvement. Projects can present artwork of professional artists, arts organizations, or others; or they can be designed to include attendee involvement, featuring direct creative experiences (like “make-it-&-take-it” craft seminars); or they can be of some other format. Any arts form or arts medium is allowed. It can be a commission, or the hosting of a local arts organization; the presentation of a corporate art collection, or the offering of an arts-focused workshop to develop employee creativity. The goal of this program is to give Bloomington businesses a direct, creative voice in how they would like to connect with the arts, because we believe Bloomington arts activities can be partnership efforts that successfully involve business and community perspectives and interests.

2. **Businesses will be given a project stipend from the BAC.**

Since we believe this program will help extend arts experiences into new areas of our town and to new populations within our town that are not always associated with the arts, the BAC will use some of its project funds to seed and encourage this program through small project grants to participating businesses, on the basis that the outreach component of this program has tremendous potential to engage Bloomington arts with new audiences.

In addition to seed funding, **there are many ways the Bloomington Arts Commission will assist businesses willing to participate** in the “Connecting Business and the Arts” program:

- The BAC can work directly with each business to help them brainstorm and craft an appropriate project.
- The BAC can provide many examples and success precedents for this type of program – both from our community and from towns and cities across the country – to help local businesses design a project.
- If a business would like to involve a local artist or arts organization and it needs assistance in finding a good arts partner, the BAC can help structure and publicize calls for proposals (with useful selection criteria).
- The BAC, working with the City of Bloomington and its Bloomington Entertainment and Arts District (BEAD), can promote business arts projects to local arts constituencies as well as help publicize arts projects to the local media (when appropriate and desired by the business participant).

The BAC also invites participating businesses to include creative branding elements in their arts projects, and to collect these as documents of their project. Similar to the YMCA’s annual “corporate challenge” T-shirt design contest, the BAC’s “Connecting Business and the Arts” program can be a vehicle for corporate pride centered around employee creativity. The BAC wants to collect these items for display and documentation in City Hall. Over time, this “business community arts scrapbook” will be its own artistic product – a creative record of how Bloomington businesses uniquely integrate the arts into their workplace environments and company values.

Why are we doing this?

It aligns with and helps us fulfill part of our Strategic Plan, our Public Art Master Plan, and our commission mission.

8 REASONS TO PARTNER WITH THE ARTS (borrowed & revised from Americans for the Arts)

1. **Recruit talent** – Employees want to work and live in a vibrant, creative community.
2. **Put your company in the spotlight** – The arts can help you enhance your brand and reach new customers.
3. **Advance company objectives & strategies** – The arts can help you get your message across in engaging ways.
4. **Foster critical thinking** – Creativity is a core skill in critical thinking & problem solving.
5. **Engage your employees** – The arts encourage employees to expand to their potential.
6. **Strengthen diversity & team building** – Arts activities can facilitate learning environments that blend backgrounds, ethnicities, cultures, personalities.
7. **Say ‘thanks’** – The arts are a great way to show appreciation to employees, clients, communities.
8. **Contribute to the economy & quality of life** – When you partner with local arts, you help enrich the whole city.

Bloomington Arts Commission

Staff Report – March 11, 2015

BEAD: **Next Meeting:** Monday, April , noon, McCloskey Room, City Hall.

Current Exhibit: Stone Belt Artists; **April exhibit:** Bloomington Photography Club

Public Art:

11th Street railroad bridge – neighborhood team in preliminary discussions about a mosaic treatment underneath bridge

3rd Street underpass – community team in preliminary discussions about mural project

S. Walnut – approved paint finish, awaiting revised timeline

17th and Arlington – fabrication underway, working with lighting consultant

Arden Place – grant submitted for neighborhood sculpture

People's Park – hope to do maintenance on mosaic tiles this summer

Not selected as one of 12 finalists for Bloomberg Public Art Challenge. List of finalists and projects [here](#).

BUEA:

Zone Arts Grant deadlines for 2015: May 15. BUEA Board voted to allocate up to an additional \$10k for the program in 2015.